

JUL 12 1921

MAIN TITLE

"THE PRIDE OF MEXICO"

Produced by Ford Motion Picture Laboratories

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SUB TITLES

1. Mexico's most beautiful city was named after the old Moorish capital -- WADAL-IL-HARAH.
2. No other city in Mexico can better exemplify the progress of this country than Guadalajara. From a sleepy village it has risen to a busy industrial city of over 135,000 population. It is also an important railroad center.
3. On the main plaza one meets with a pleasant mannered and light-hearted people, but no wonder, for the state of Jalisco, of which Guadalajara is the capital, was settled by Spanish aristocracy in 1530.
4. The principal streets are lined with handsomewhite stone buildings in which are located shops of every description, banks and commercial agencies. San Francisco is the main street.
5. Like castles in the air are Guadalajara's beautiful homes -- for the city situated at an altitude of 5,000 feet assures its populace of an average climate of 70 degrees the year round.
6. A beuntiful supply of good things to eat may be obtained throughout the year. Tropical fruits, such as the banana, thrive in certain altitudes about Guadalajara.
7. Rest assured that where there is an American Colony there also will be found a Country Club.
8. Although there are few important rivers and lakes in Mexico, many good places to bathe may be found just the same.
9. Independence Monument.
10. The Hospicio, instead of being used as a hospital, is an asylum for poor of all ages.
11. From the nearby village of San Pedro comes the pottery for which Guadalajara is noted. Bottles and jugs of remarkable beauty are sold at the market.
12. Scattered about the city are churches dating back to the early Spanish period. Chief among these is the Cathedral which was begun in 1561 and completed in 1618.
13. Many of these old churches are adorned with masterpieces of carving and decoration.
14. A burying ground for the last 500 years.
15. On the still evening air an angelus rings forth its message and all the Spanish romance of Guadalajara comes creeping over the city. Guadalajara is the Pride of Mexico.

(THE END)

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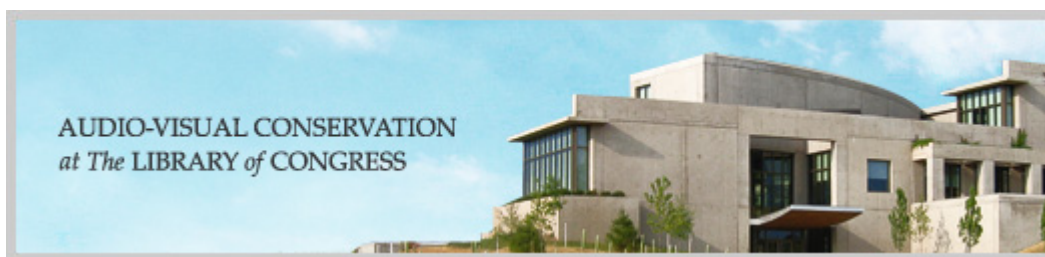
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